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Round Rock Business Park Pushes Crux Climbing Center to Relocate to Pflugerville, TX
The locally-owned and operated climbing center's long anticipated third location will finally break ground, but not where they originally planned

AUSTIN, Texas (Jul 8, 2022)— With site plans permitted, [Crux Climbing Center](#), an Austin-based fitness center focused on bringing together climbers of all skillsets, announced its plans to break ground on its third location in Pflugerville, Texas.

The facility originally set to open in Round Rock saw some unfortunate push back from the business park where it purchased land, forcing them to relocate. After months of back and forth, the business park made it clear they wouldn't approve any designs the climbing gym submitted. Already costing the small business more than a year's delay, they decided to search for land elsewhere. That's when the silver lining formed and Crux Climbing Center found a new home in Pflugerville, TX.

This location sits on three acres of land at Heatherwilde and Kingston Lacey about 15 minutes north of Austin's city limits. The facility will be over 30,000 square feet in size and will feature 55-foot-tall climbing walls. Similar to its Austin locations, Crux hopes to build an additional food and beverage component with an added courtyard to create a space for locals to hang out.

"Unfortunately, the business park was unable to see what so many others have seen in Crux," said Kevin Goradia, founder and CEO of Crux. "Once it was made clear that we were not welcome, we got straight to work. Moving to Pflugerville - a site that is accessible to more of greater Austin - was the best thing we did for ourselves, and we are really excited about growing our community there."

The facility will also include the same features and amenities members enjoy at Crux's flagship location, including rope climbing, bouldering, strength training, fitness and yoga classes, locker rooms, a kids' area and dedicated co-working spaces. The center will host member appreciation events, summer camps, adaptive climbing program, and competitions.

"We've had our eyes on expanding north of Austin since we opened our doors in 2016," said Grace Nicholas, co-owner, COO and CMO of Crux. "Growing up in Austin, I would have loved climbing in a space like Crux. This new location will allow more young climbers to foster their love for the sport, while its bigger, taller and Olympic-grade training features will attract even more world-class talent to Austin and its surrounding areas."

Since climbing made its debut in the 2020 Tokyo Olympics, Crux's continued expansion will enable world-class climbers to train on Olympic-style lead climbing, speed climbing and bouldering routes. Crux's third facility will be accessible to anyone with a Crux membership at its other locations.

The new location is made possible through a strategic land investment by Goradia, as well as a bank loan backed by Goradia and the track record of success from Crux's first two locations.

For more information on Crux Climbing Center and for updates on the new locations, visit www.cruxclimbingcenter.com.

About Crux Climbing Center

Crux Climbing Center is an Austin-based climbing facility that provides an approachable, community-driven fitness experience where Austinites can discover a passion for climbing and community. Its flagship location is in the heart of south-Austin, with a second location in Central Austin and a third location coming soon to Pflugerville. Its facilities feature rope climbing, bouldering, strength training, fitness and yoga classes, a kids' area and more. For more information about Crux, how to become a member, and more, visit www.cruxclimbingcenter.com.

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